

Rep Order# 9788188 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 08/10/2012 10:19 AM  
Last Received: 08/10/2012 9:56 AM  
Showing Buylines: All Lines

1 of 2

Station EKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product RNC  
Estimate# 2993  
Buyer TRACEY ROBINSON  
Phone#  
Fax#

4.8619

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 20/445/2993  
Flight Dates 08/11/2012 - 08/17/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ISSUE ORDER PLS CF ASAP-THX

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-F	7A-8A	NEWS	:30	\$125.00	08/13-08/17	2	1	2	\$250.00	
	2	M-F	8A-9A	NEWS <i>Line Home</i>	:30	\$100.00	08/13-08/17	3	1	3	\$300.00	
	3	M-F	10P-1030P	NEWS	:30	\$250.00	08/13-08/17	3	1	3	\$750.00	
	4	SA	10P-1030P	NEWS	:30	\$250.00	08/11-08/11	1	1	1	\$250.00	
	5	SU	10P-1030P	NEWS	:30	\$250.00	08/12-08/12	1	1	1	\$250.00	
	6	M-F	1030P-11P	SEINFELD	:30	\$150.00	08/13-08/17	3	1	3	\$450.00	

---REPORT TOTALS---

Report Totals: 13 / \$2,250.00

---SALES MONTHLY TOTALS---

Aug 12: 13 / \$2,250.00

Sales Totals: 13 / \$2,250.00

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Station Totals: 13 / \$2,250.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$112,500	CABL	0%	EKRC	2%	UNKN	0%	WBQC	0%	WCPO	18%
		WKRC	26%	WLWT	31%	WSTR	6%	WXIX	17%		

Books null  
Demos RA3564

# Spot Manager: All, 08/11/12-08/17/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product De	Priority	Estimate #	Spot #	AE
Advertiser: Republican National Committee												
Agency: National Media Team												
Station: EKRC-TV												
Order: 48619												
Line: 1												
08/13/12	Monday	7:25:19 AM	:30	\$125.00		7a Good Morn Cincinnati	7a-8a	RNC	P-3	2993	2	MWASI
08/16/12	Thursday	7:34:02 AM	:30	\$125.00		7a Good Morn Cincinnati	7a-8a	RNC	P-3	2993	1	MWASI
											2	
Line: 2												
08/13/12	Monday	8:15:36 AM	:30	\$100.00		M-F 8a-9a	8a-9a	RNC	P-2	2993	3	MWASI
08/14/12	Tuesday	8:41:45 AM	:30	\$100.00		M-F 8a-9a	8a-9a	RNC	P-2	2993	1	MWASI
08/15/12	Wednesday	8:24:09 AM	:30	\$100.00		M-F 8a-9a	8a-9a	RNC	P-2	2993	2	MWASI
											3	
Line: 3												
08/13/12	Monday	10:32:51 PM	:30	\$250.00		M-F 10p Local 12 News	10p-1035p	RNC	P-2	2993	1	MWASI
08/14/12	Tuesday	10:33:21 PM	:30	\$250.00		M-F 10p Local 12 News	10p-1035p	RNC	P-2	2993	2	MWASI
08/15/12	Wednesday	10:24:48 PM	:30	\$250.00		M-F 10p Local 12 News	10p-1035p	RNC	P-2	2993	3	MWASI
											3	
Line: 4												
08/11/12	Saturday	10:15:32 PM	:30	\$250.00	RNTV-072	M-Su 10p Local 12 News	10p-1035p	RNC	P-2	2993	1	MWASI
											1	
Line: 5												
08/12/12	Sunday	10:24:58 PM	:30	\$250.00	RNTV-072	M-Su 10p Local 12 News	10p-1035p	RNC	P-2	2993	1	MWASI
											1	
Line: 6												
08/13/12	Monday	10:55:09 PM	:30	\$150.00		M-F 1035p-1105p	1035p-1105p	RNC	P-2	2993	1	MWASI
08/14/12	Tuesday	10:56:54 PM	:30	\$150.00		M-F 1035p-1105p	1035p-1105p	RNC	P-2	2993	2	MWASI
08/17/12	Friday	11:03:56 PM	:30	\$150.00		M-F 1035p-1105p	1035p-1105p	RNC	P-2	2993	3	MWASI
											3	
											13	
											13	
											13	
											13	
											13	
											13	

[Filtered by: ] [Sorted by: Date]